

## **HIGH VISIBILITY PUBLIC AWARENESS PROGRAMS**

**9172**

(1987)

### **SMOKEY AND THE PROS PROJECT**

**9172.1**

(1987)

Initiated in 1984, this cooperative program with the agencies and major sports organizations in California has focused public attention on California's unique wildland fire problem. In cooperation with major league baseball, football, basketball, hockey and soccer teams, specific fire prevention messages are targeted at problem geographical areas where the potential for large fires is greatest. The original target group of this program was 9- to 14-year-olds; however, the program is so successful that all age groups are reached with a message.

### **CORPORATE-SPONSORED FIRE PREVENTION**

**9172.2**

(1987)

In 1984, an experimental program to gain public involvement in the prevention of costly and destructive wildfires was implemented in California. The project, a joint venture between CDF and a corporate sponsor, consisted of five computer-equipped airplanes skytyping fire prevention messages over highly populated/major market areas throughout the state. Based on a mutual agreement, the corporate sponsor financially underwrote the costs associated with the skytyping aircraft owned by Skytypers, Inc., of Cypress, California. CDF was responsible for initiating and coordinating media receptions statewide.

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